

BLONDIE AMBITION

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Dagwood's wife takes a job to help the family budget

The economic squeeze must be pretty tight, because Blondie, America's most old-fashioned homemaker, is looking for a full-time job and explains:

"Dagwood has been trying to get a raise from Mr. Dithers for years and hasn't gotten it. This little extra economic help for the family will be beneficial!"

Blondie won't yet reveal *exactly* what kind of job she'll be doing, but says she'll be working out of her home. She sure hopes Dagwood doesn't read this story, because he's still in the dark.

"When Dagwood hears about this, he'll have a little trouble in the beginning. Sure, he might be intimidated, but he will ultimately

see the light because I'll show him the logical reasons why it is for the best," Blondie adds, full of her normal optimism.

As for overhauling her personal style to enter the work force, Blondie quickly

ly replies with an adamant "No!"

Oh, she may get a few power suits for meeting and greeting people, but she won't change her basic hairstyle or makeup techniques that have appealed to readers for the past 61 years.

She believes her readership of 280 million worldwide knows that when she goes to work this month she'll remain exactly person she is now. Her home and family will be her main focus, but she'll also have a career.

"I will not neglect Dagwood," she asserts.



Loretta Lockhorn says she thinks it's super that Blondie is going to work and urges her to try for a promotion.



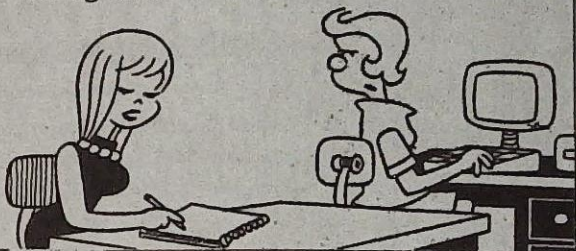
"We go through life on a 50-50 basis and share all things that happen to us together. This will

■ Real working women tell Blondie what's what. See Page 3F.

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Sally Forth, left, suggests Blondie memorize the phone number for Domino's. Gen. Halftrack's secretaries, below, warn Blondie to beware of men. And Helga says work will give Blondie a feeling of self-worth.



'Toons support Blondie

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just be another one of those things."

When Blondie joins the work force, she won't be alone among her sisters in cartoonland. Some have followed the same path out of the house and into the job market; others have been working all along. Sally Forth has been in the working world for about 10 years.

What do they think of Blondie's new endeavor? Her neighbors, speaking through the people who pen them, wished her luck in having it all — career, kids, husband — but they certainly don't think it will be a cakewalk. Their advice:

Sally Forth warns that Blondie simply won't have time to cook the way she's been used to. "You'll need to learn a lot of things, Blondie. And you can start by memorizing the phone number for Domino's."

Sally thinks Blondie will have to learn how to be much more aggressive, at least in business: "I do think she's been operating for the most part in an earlier era, and it intrigues me that she's moving into the '90s in one fell swoop. At least her children are teenagers; that may make things easier on her."

According to Miss Buxley and Miss Blipps, two secretaries in the strip "Beetle Bailey," Blondie may run into some trouble with aggressive men.

"If you want, I'll show you how

to fix your boss' wagon if he gets fresh. That might come in handy," Miss Buxley offers.

"Yes. And be sure to stand up for your rights before you sit at your desk," adds Miss Blipps.

Loretta Lockhorn thinks it's super that Blondie is going to work, and urges her to seize every opportunity for advancement and never to take no for an answer.

Helga, wife of Hagar the Horrible and a stalwart in Viking society, advises Blondie to come out slugging, not to take any guff and to demand and expect respect. "The world is getting tougher and tougher, and pretty soon we'll all have to be survivors, so this is a good way for you to survive, Blondie."

"People are better if they work," says Helga. "It gives you more of a feeling of self-worth."

On the other side of this work issue coin is Luann, the outspoken teenager who cautions Blondie not to forget about her teenage children, Cookie and Alexander.

"At least leave something in the microwave for them."

Dean Young, the cartoonist responsible for sending Blondie out to work, says his phone hasn't stopped ringing with inquiring reporters since he recently announced she will soon be a co-breadwinner.

He thinks it's time she did something new, and he is looking forward to writing fresh, relevant material.